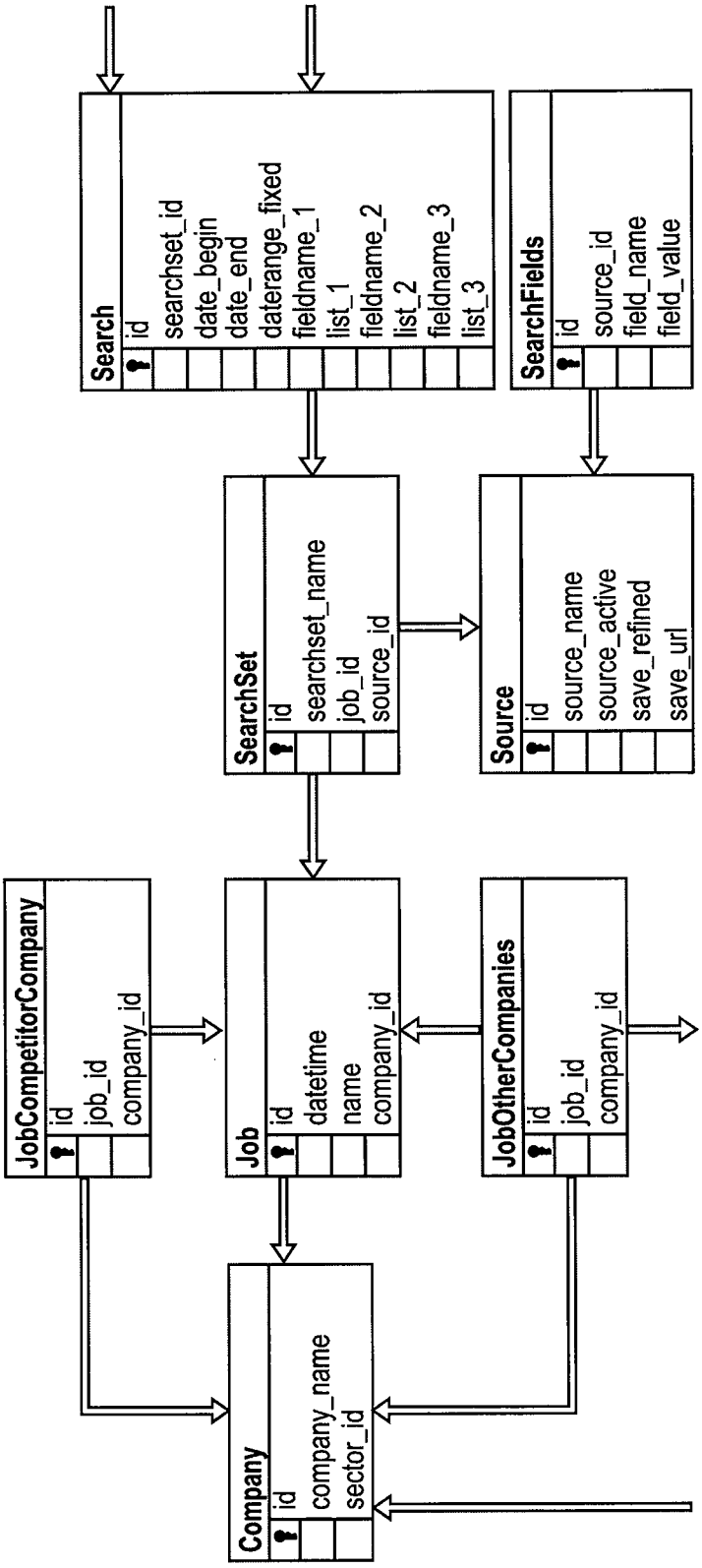
Search
id
searchset_id
date_begin
date_end
daterange_fixed
fieldname_1
list_1
fieldname_2
list_2
fieldname_3
list_3
SearchFields
id
source_id
field_name
field_value
SearchSet
id
searchset_name
job_id
source_id
Source
id
source_name
source_active
save_refined
save_url
JobCompetitorCompany
id
job_id
company_id
Job
id
datetime
name
company_id
JobOtherCompanies
id
job_id
company_id
Company
id
company_name
sector_id

FIG. 1

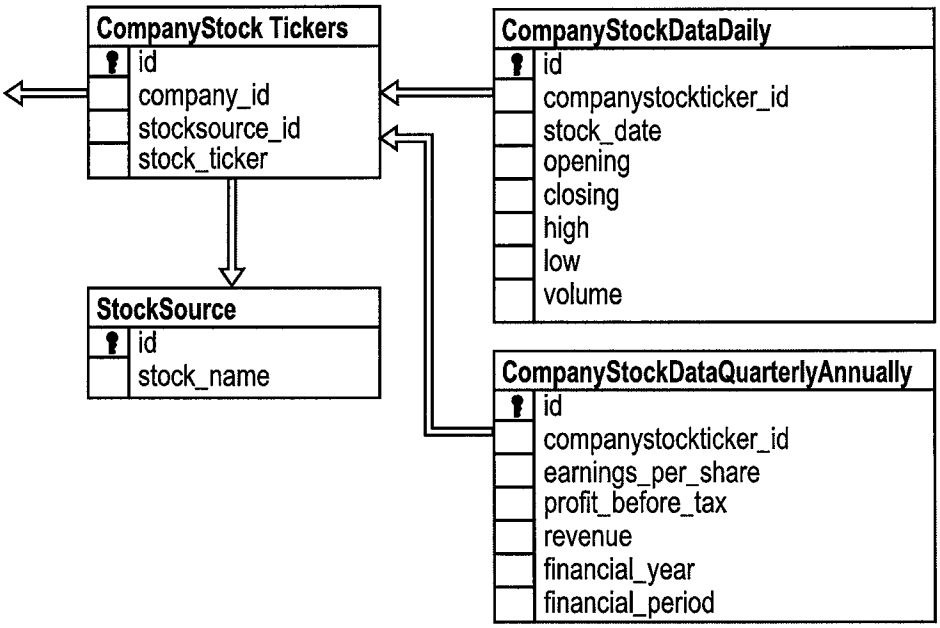
CompanyStock Tickers
id
company_id
stocksource_id
stock_ticker
StockSource
id
stock_name
CompanyStockDataDaily
id
companystockticker_id
stock_date
opening
closing
high
low
volume
CompanyStockDataQuarterlyAnnually
id
companystockticker_id
earnings_per_share
profit_before_tax
revenue
financial_year
financial_period

FIG. 2

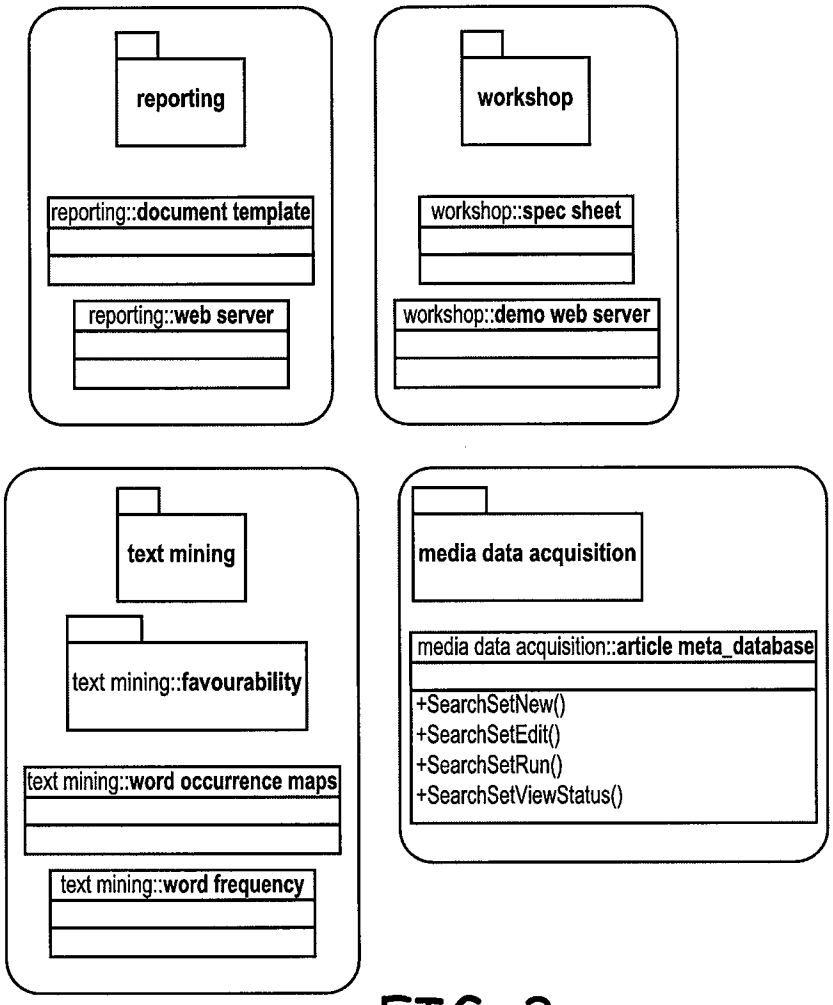
reporting
reporting::document template
reporting::web server
workshop
workshop::spec sheet
workshop::demo web server
text mining
text mining::favourability
text mining::word occurrence maps
text mining::word frequency
media data acquisition
media data acquisition::article meta_database
+SearchSetNew()
+SearchSetEdit()
+SearchSetRun()
+SearchSetViewStatus()

FIG. 3

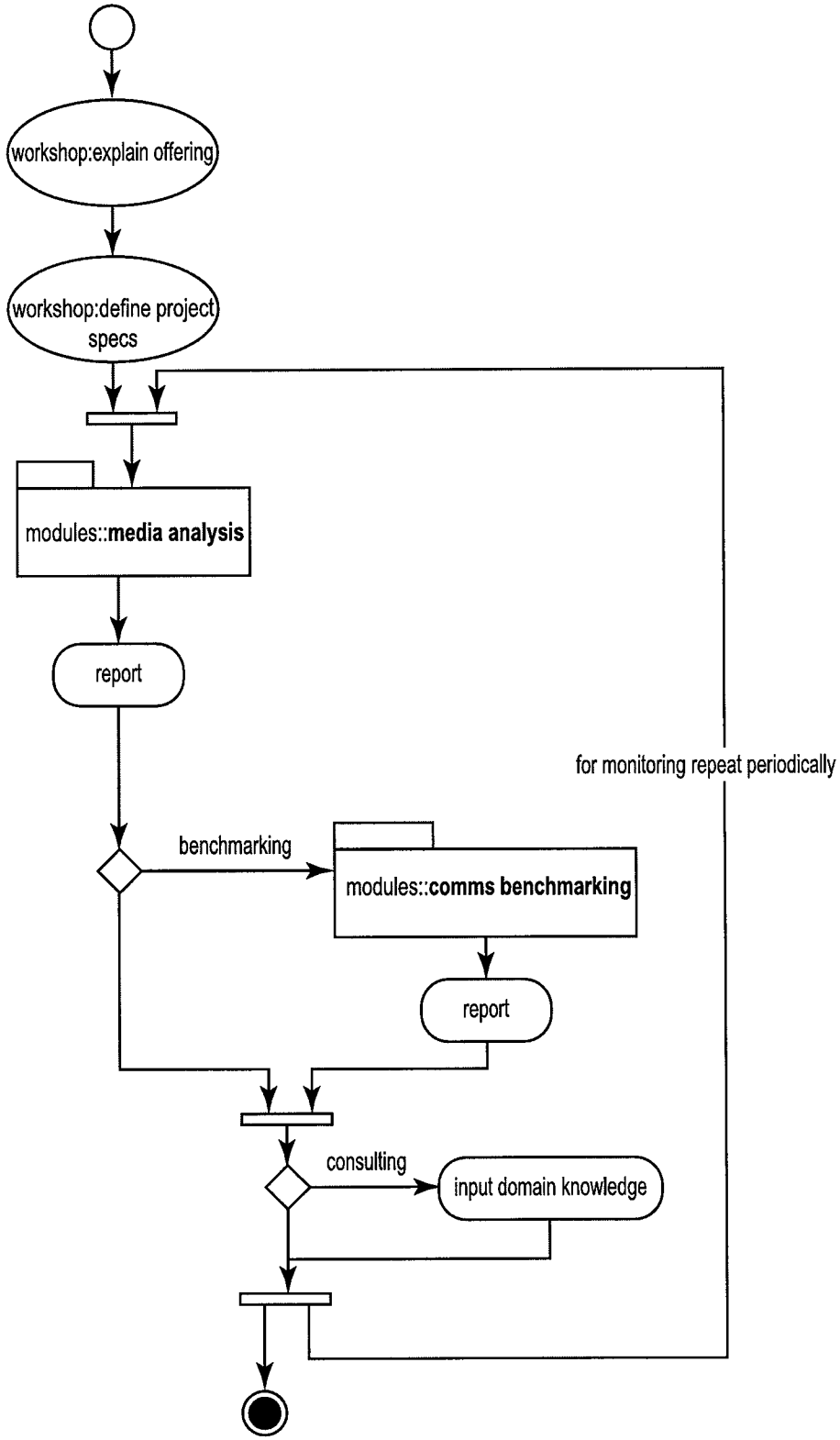

FIG. 4 Replacement Sheet

Search Set Name: test search set

Source Name: Factive

Search Date Range: 01 - 01 - 2000 To 01 - 01 - 2003

By default, empty date entries will search all available articles. Dates are specified in (DD-MM-YY), with the first group representing the start date, with the second group representing the end date. Be sure to enter the full 4 digit year.

Common Criteria:

☐ Subject Equals contracts & orders

Delete

Publisher Group | Equals | | Add Common Criteria

Search Permutations

	Field Name	List
1.	Company	xx, yy, zz
2.	Language	aa, bb, cc
3.		

Save Search Set

FIG. 5

Replacement Sheet

	id	search id	generated_ne	last search	results
	18062	619	london_(in=(in	6/4/2003 6:35:47 PM	159
	18063	619	paris_(in=(i83	6/4/2003 6:35:55 PM	102
	18064	619	new_york_(in	6/4/2003 6:36:06 PM	171
	18065	619	toronto_(in=(	6/4/2003 6:36:11 PM	24
	18066	619	madrid_(in=(	6/4/2003 6:36:15 PM	82
	18067	619	moscow_(in=	6/4/2003 6:36:20 PM	64
	18068	619	leipzig_(in=(i8	6/4/2003 6:36:25 PM	47
	18069	619	havana_(in=(	6/4/2003 6:36:30 PM	20
	18074	624	(china)_(hd=(	6/4/2003 2:18:13 PM	200
	18075	625	(china)_(hd=(	6/4/2003 2:18:21 PM	22
	18076	626	(hd=(3g_or_t	6/4/2003 2:21:22 PM	1341
	18077	627	(hd=(qualcorr	6/4/2003 2:21:54 PM	283
	18078	628	2012_(london	6/5/2003 11:49:20 AM	230
	18079	628	2012_(london	6/5/2003 11:49:31 AM	45
	18080	628	2012_(london	6/5/2003 11:51:01 AM	431
	18081	628	2012_(london	6/5/2003 11:51:41 AM	197
	18082	628	2012_(london	6/5/2003 11:54:14 AM	939
	18083	628	2012_(london	<NULL>	
	18084	628	2012_(london	<NULL>	
	18085	628	2012_(london	<NULL>	
	18086	628	2012_(london	<NULL>	
	18087	628	2012_(london	<NULL>	

FIG. 6

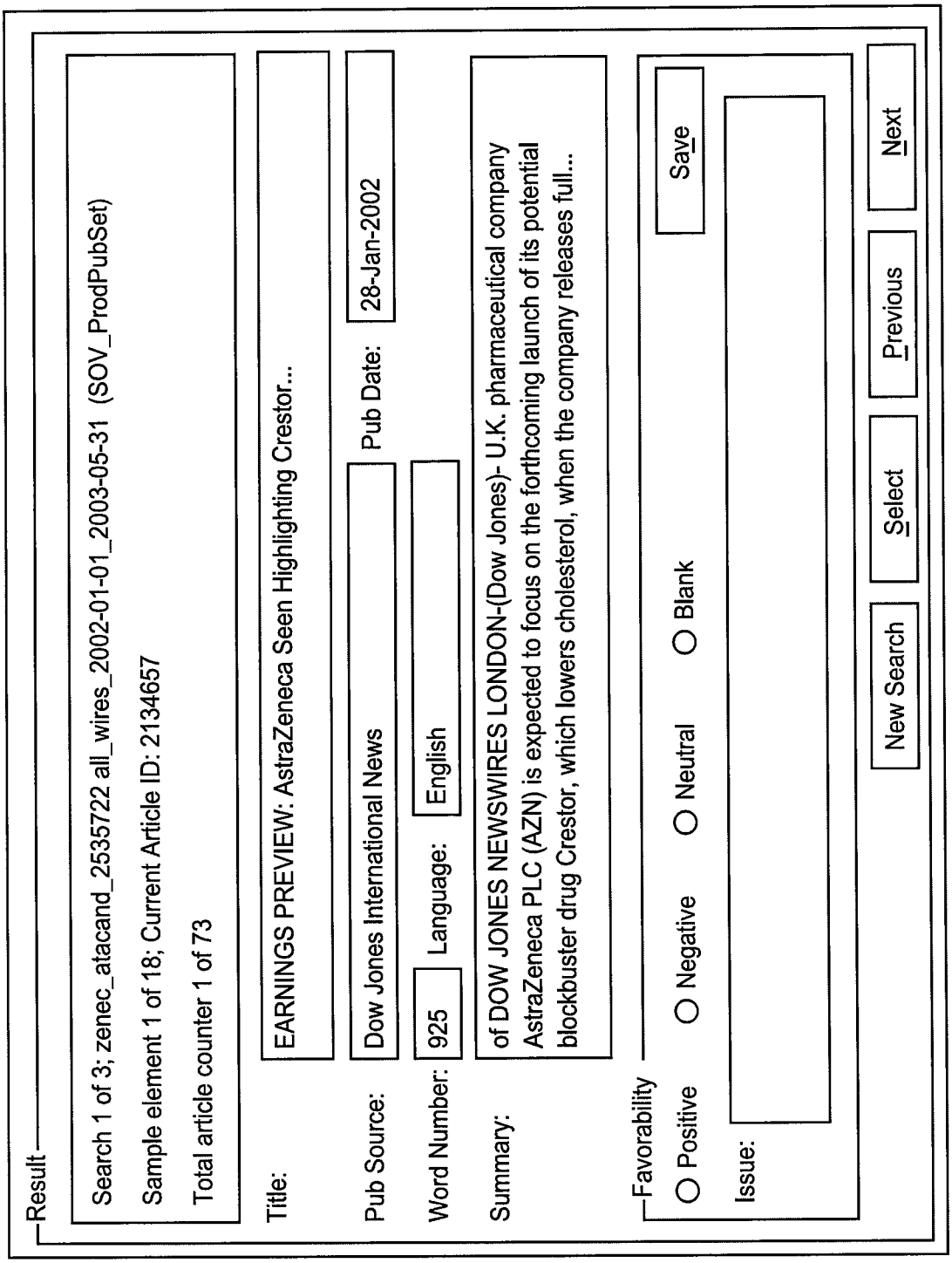
Result
Search 1 of 3; zenec_atacand_2535722 all_wires_2002-01-01_2003-05-31 (SOV_ProdPubSet)
Sample element 1 of 18; Current Article ID: 2134657
Total article counter 1 of 73
Title:
EARNINGS PREVIEW: AstraZeneca Seen Highlighting Crestor...
Pub Source:
Dow Jones International News
Pub Date:
28-Jan-2002
Word Number:
925
Language:
English
Summary:
of DOW JONES NEWSWIRES LONDON-(Dow Jones)- U.K. pharmaceutical company AstraZeneca PLC (AZN) is expected to focus on the forthcoming launch of its potential blockbuster drug Crestor, which lowers cholesterol, when the company releases full...
Favorability
Positive
Negative
Neutral
Blank
Save
Issue:
New Search
Select
Previous
Next

FIG. 7

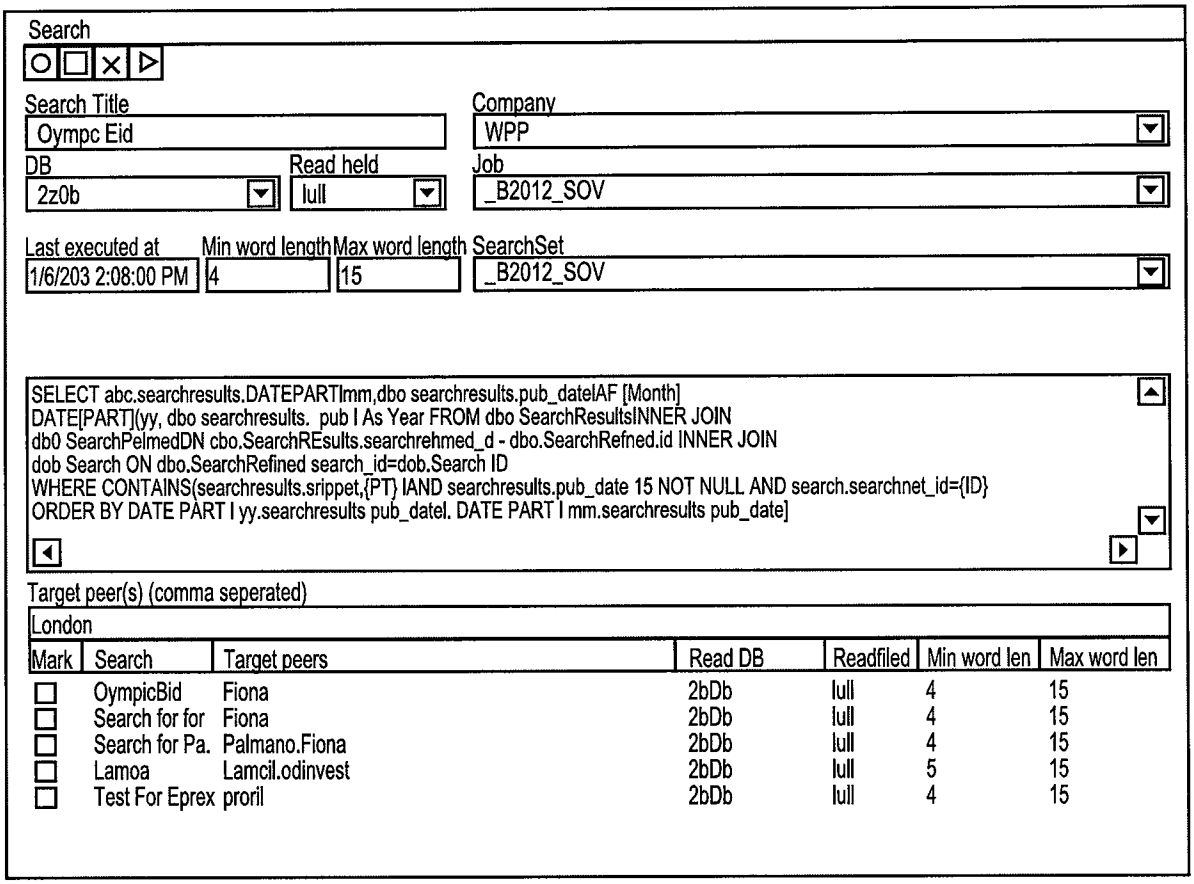
Search
Search Title
Oympc Eid
Company
WPP
DB
2z0b
Read held
lull
Job
_B2012_SOV
Last executed at
1/6/203 2:08:00 PM
Min word length
4
Max word length
15
SearchSet
_B2012_SOV
SELECT abc.searchresults.DATEPARTImm,dbo searchresults.pub_dateIAF [Month]
DATE[PART](yy, dbo searchresults. pub I As Year FROM dbo SearchResultsINNER JOIN
db0 SearchPelmedDN cbo.SearchREsults.searchrehmed_d - dbo.SearchRefned.id INNER JOIN
dob Search ON dbo.SearchRefined search_id=dob.Search ID
WHERE CONTAINS(searchresults.srippet,{PT} IAND searchresults.pub_date 15 NOT NULL AND search.searchnet_id={ID}
ORDER BY DATE PART I yy.searchresults pub_datel. DATE PART I mm.searchresults pub_date]
Target peer(s) (comma seperated)
London
Mark
Search
Target peers
Read DB
Readfiled
Min word len
Max word len
OympicBid
Fiona
2bDb
lull
4
15
Search for for
Fiona
2bDb
lull
4
15
Search for Pa.
Palmano.Fiona
2bDb
lull
4
15
Lamoa
Lamcil.odinvest
2bDb
lull
5
15
Test For Eprex
proril
2bDb
lull
4
15

FIG. 8

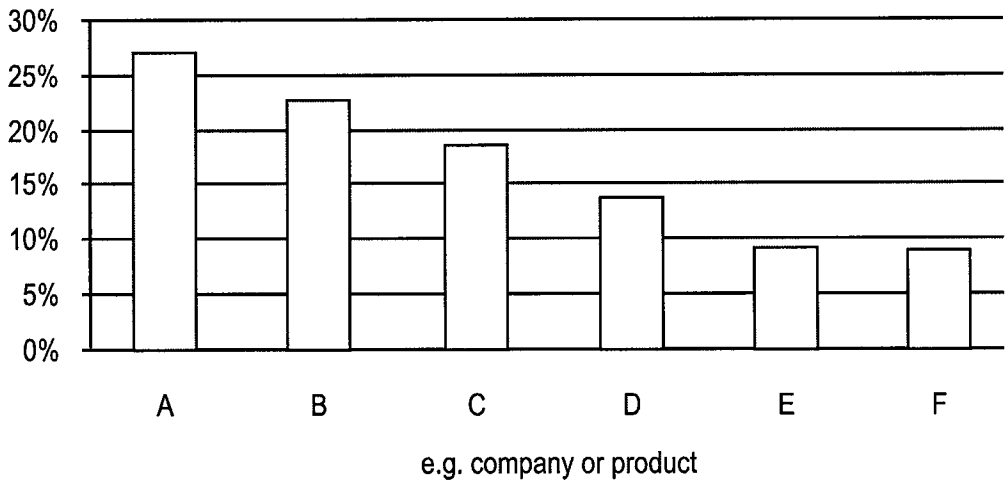

FIG. 9

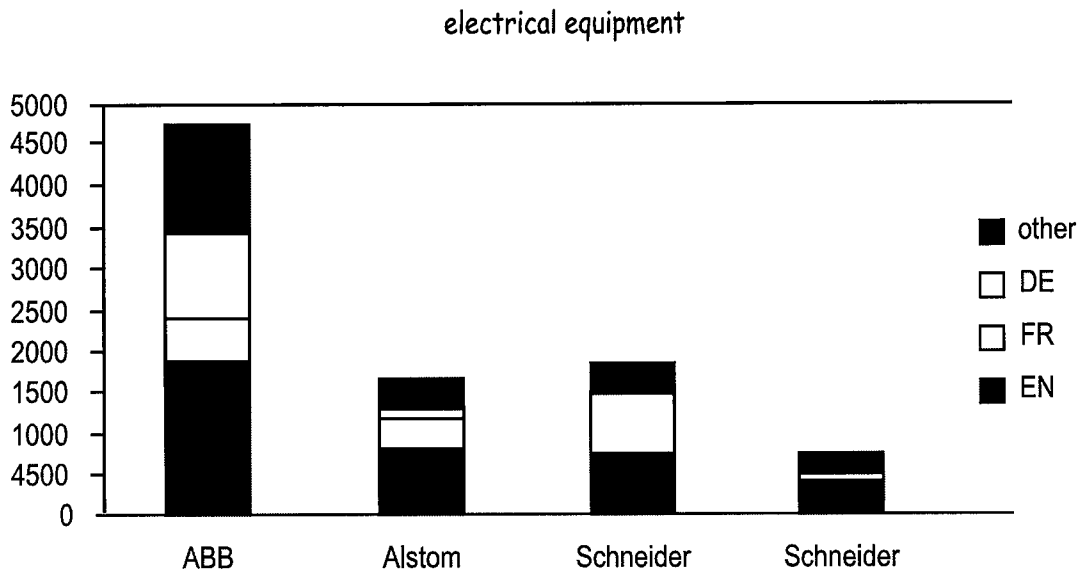
electrical equipment
5000
4500
4000
3500
3000
2500
2000
1500
1000
4500
0
ABB
Alstom
Schneider
Schneider
other
DE
FR
EN

FIG. 10

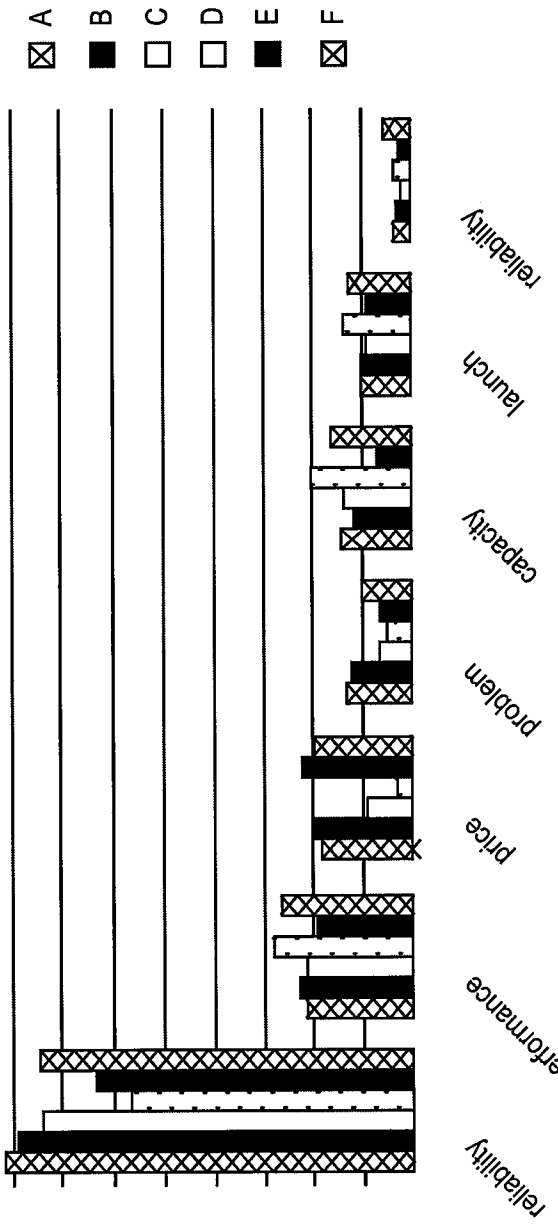
A
B
C
D
E
F
reliability
launch
capacity
problem
price
performance
reliability

FIG. 11

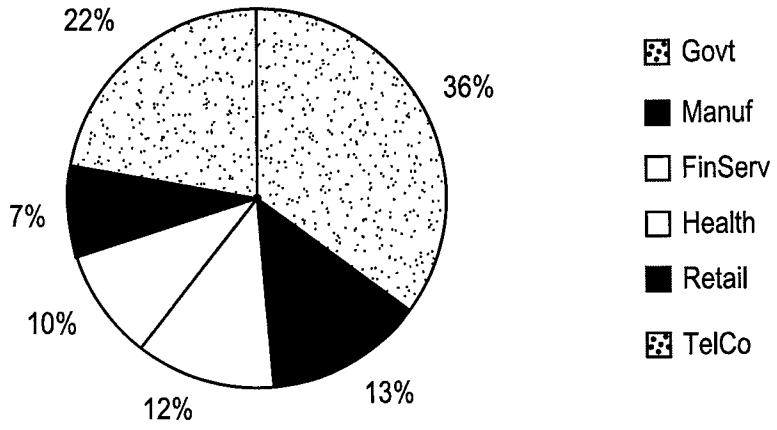

FIG. 12

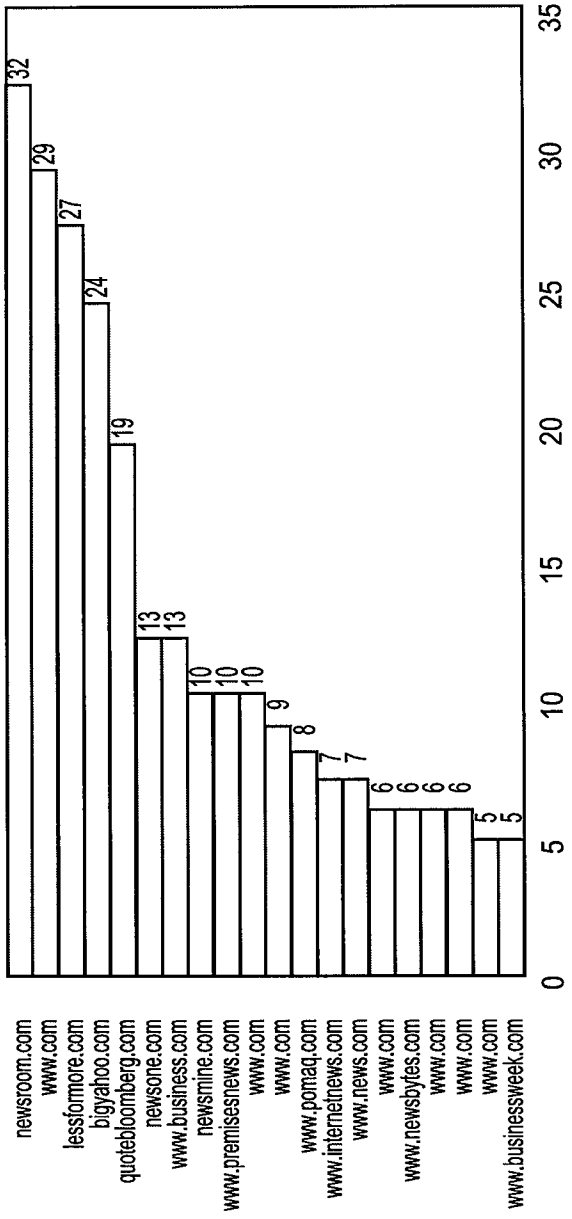
0
5
10
15
20
25
30
35
32
29
27
24
19
13
13
10
10
10
9
8
7
7
6
6
6
6
5
5
newsroom.com
www.com
lessformore.com
bigyahoo.com
quotebloomberg.com
newsone.com
www.business.com
newsmine.com
www.premisesnews.com
www.com
www.com
www.pomaq.com
www.internetnews.com
www.news.com
www.com
www.newsbytes.com
www.com
www.com
www.com
www.businessweek.com

FIG. 13

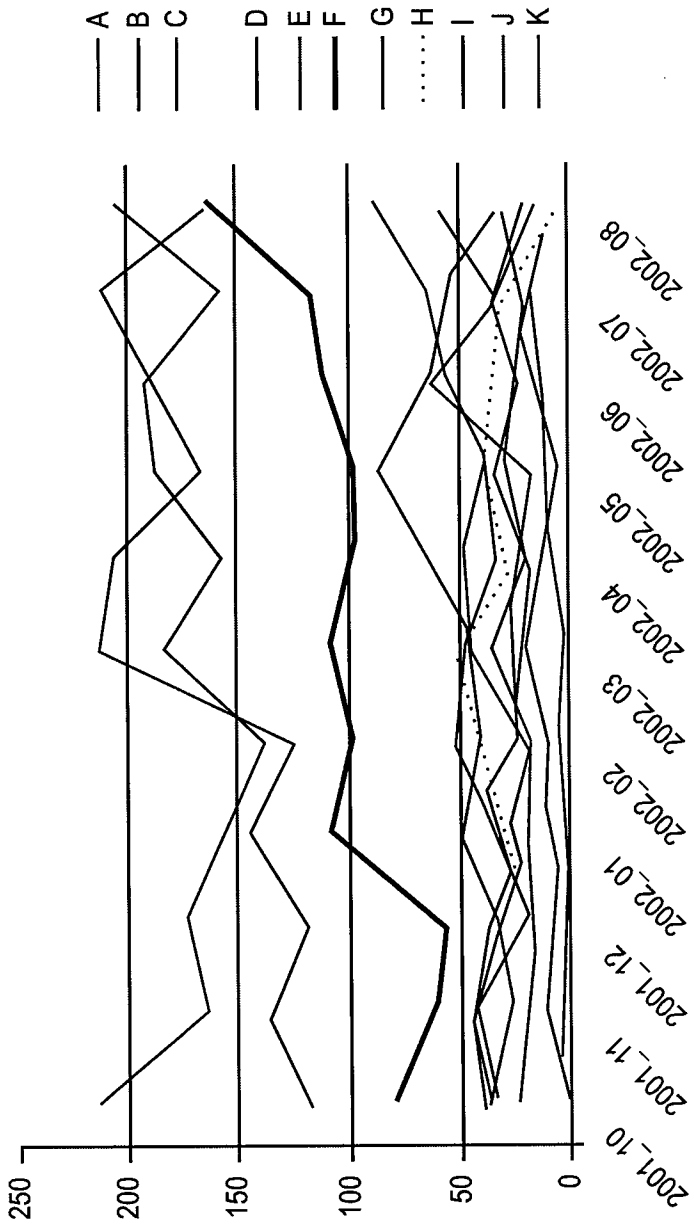
A
B
C
D
E
F
G
H
I
J
K
250
200
150
100
50
0
2001_10
2001_11
2001_12
2002_01
2002_02
2002_03
2002_04
2002_05
2002_06
2002_07
2002_08

FIG. 14

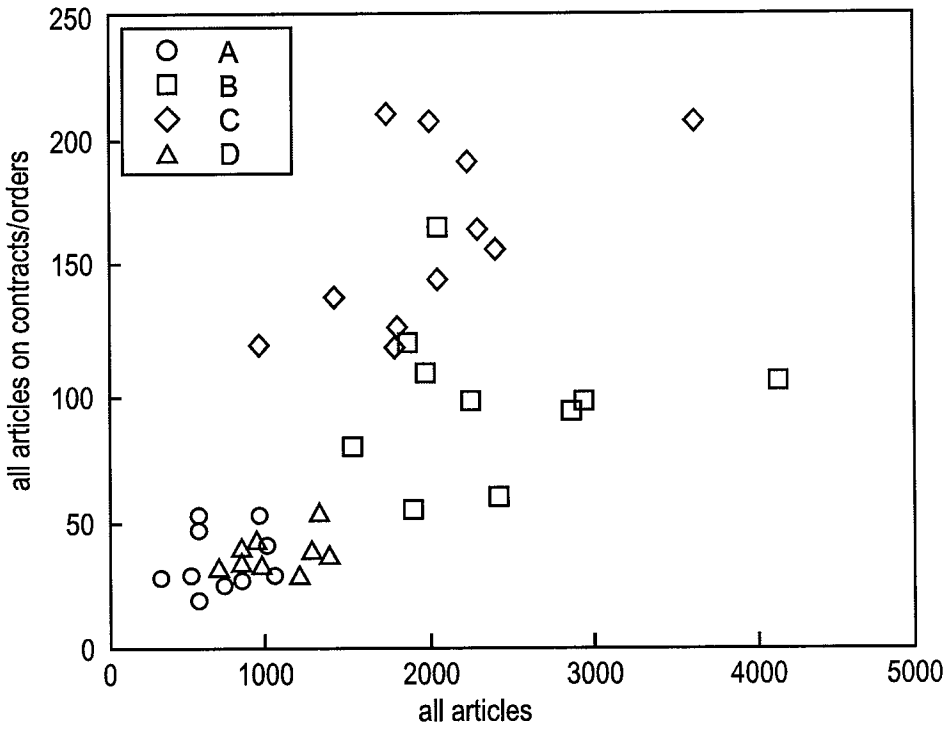
250
200
150
100
50
0
0
1000
2000
3000
4000
5000
all articles on contracts/orders
all articles
A
B
C
D

FIG. 15

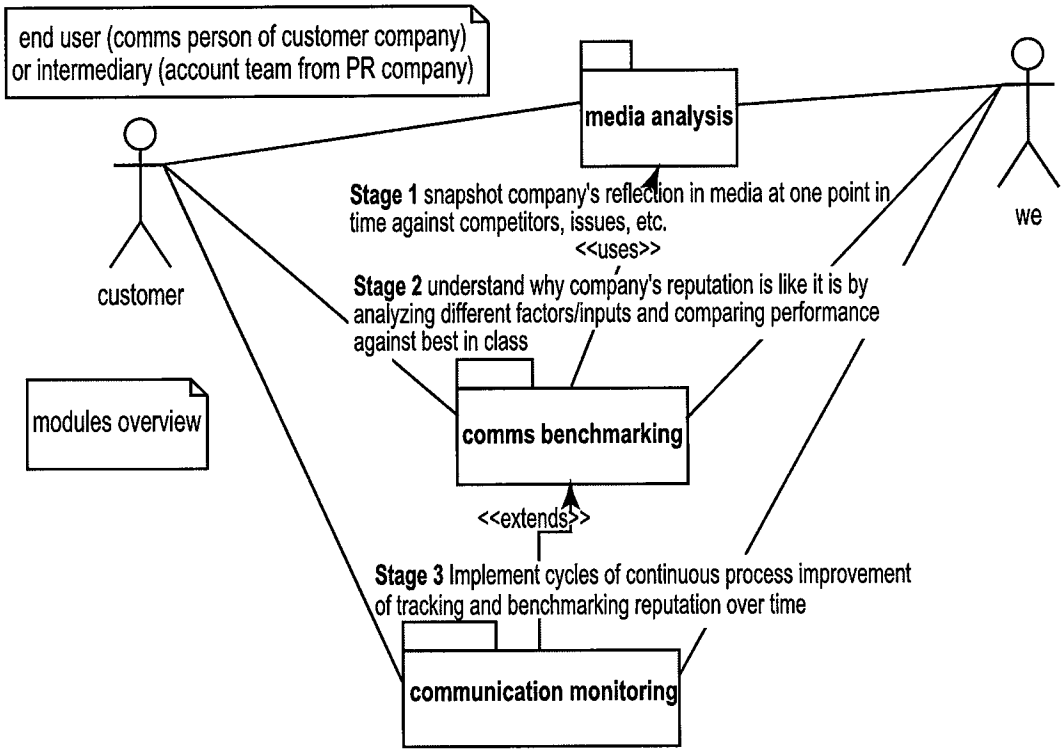
end user (comms person of customer company) or intermediary (account team from PR company)
media analysis
we
customer
Stage 1 snapshot company's reflection in media at one point in time against competitors, issues, etc.
<<uses>>
Stage 2 understand why company's reputation is like it is by analyzing different factors/inputs and comparing performance against best in class
modules overview
comms benchmarking
<<extends>>
Stage 3 Implement cycles of continuous process improvement of tracking and benchmarking reputation over time
communication monitoring

FIG. 16

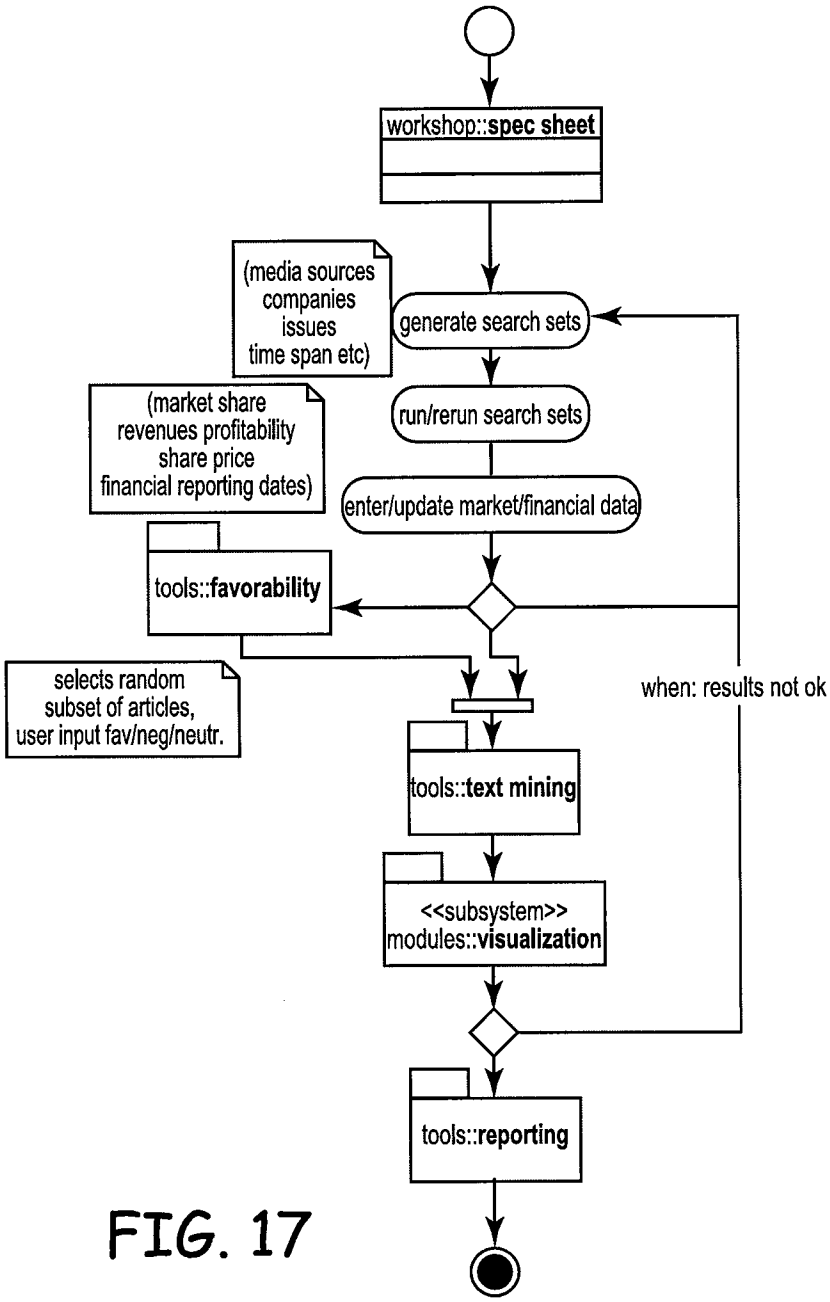
workshop::spec sheet
(media sources
companies
issues
time span etc)
generate search sets
(market share
revenues profitability
share price
financial reporting dates)
run/rerun search sets
enter/update market/financial data
tools::favorability
selects random
subset of articles,
user input fav/neg/neutr.
when: results not ok
tools::text mining
<<subsystem>>
modules::visualization
tools::reporting

FIG. 17

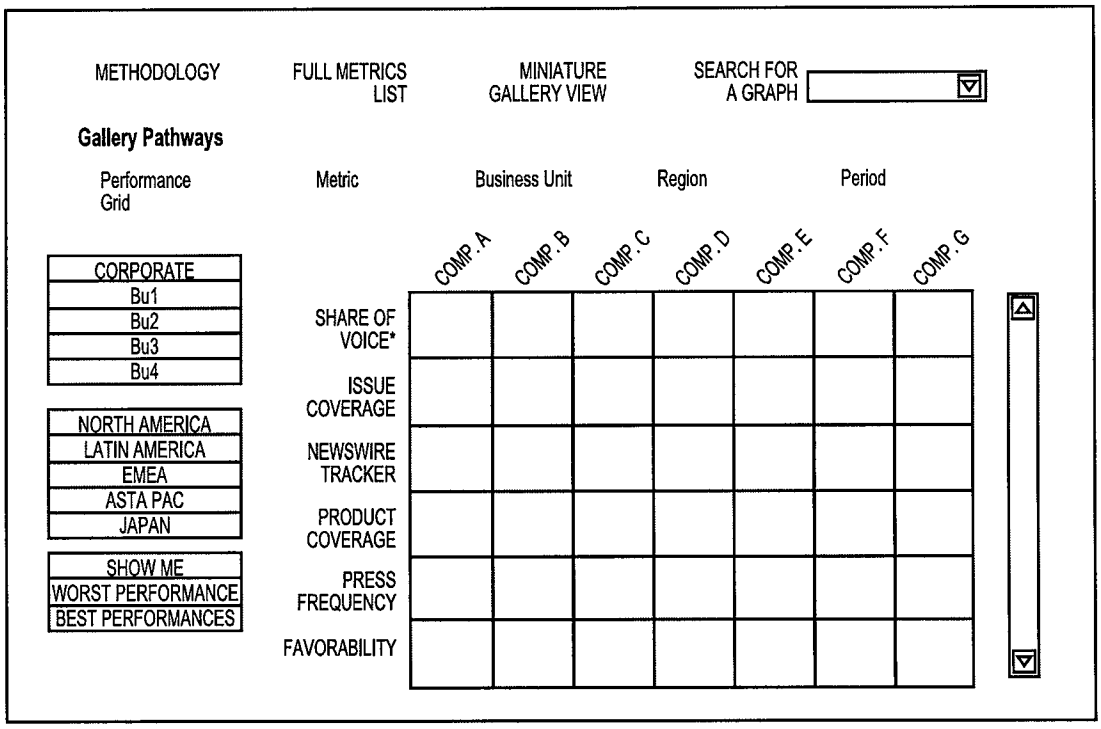
METHODOLOGY
FULL METRICS LIST
MINIATURE GALLERY VIEW
SEARCH FOR A GRAPH
Gallery Pathways
Performance Grid
Metric
Business Unit
Region
Period
CORPORATE
Bu1
Bu2
Bu3
Bu4
NORTH AMERICA
LATIN AMERICA
EMEA
ASTA PAC
JAPAN
SHOW ME
WORST PERFORMANCE
BEST PERFORMANCES
COMP. A
COMP. B
COMP. C
COMP. D
COMP. E
COMP. F
COMP. G
SHARE OF VOICE*
ISSUE COVERAGE
NEWSWIRE TRACKER
PRODUCT COVERAGE
PRESS FREQUENCY
FAVORABILITY

FIG. 18